

Evolution of the Wireless Ecosystem 2007–2010

YE 2006		YE 2009
233,040,781	Total Subscribers	285,646,191
158,648,546,798	Total SMS for Year	1,563,090,908,850
1,798,361,585,325	Total MOU for Year	2,275,271,269,991
52,014,499	Churn	66,623,516
6%, 4Q06	% Smartphones of Total Handset Market	31%, 4Q09
29	# of Device Manufacturers	33
7	# of Operating Systems	11
< 5,000	# of Apps	> 400,000
\$50.56	Average Bill	\$48.16
Phone, SMS, MMS, Camera, MP3 Player, WAP Browser	Capabilities of Best-Selling Device	Phone, SMS, MMS, Camera, Video, MP3 Player, App Store Access, HTML Internet Browser, Broadband Internet Access, GPS, and more.
	Growth in Facilities-Based Competition (selected cities)	
4	New York, NY	6
4	Los Angeles, CA	6
6	Chicago, IL	8
4	Washington, DC	6
4	Corpus Christi, TX	7
4	Bakersfield, CA	5